

Rep Order# 6825819 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103292

Printed: 06/22/2012 8:32 AM
Last Received: 06/19/2012 7:33 AM
Showing Buylines: All Lines

1 of 5

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2599
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2599
Flight Dates 09/14/2012 - 09/20/2012
Hiatus Weeks
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/14-09/14	1	1	1	\$400.00	
	2	M	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
	3	TU	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
	4	W	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/19-09/19	1	1	1	\$400.00	
	5	TH	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
	6	F	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/14-09/14	1	1	1	\$725.00	
	7	M	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/17-09/17	1	1	1	\$725.00	
	8	TU	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/18-09/18	1	1	1	\$725.00	
	9	W	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/19-09/19	1	1	1	\$725.00	
	10	TH	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/20-09/20	1	1	1	\$725.00	
	11	F	7A-9A	TODAY SHW	:30	\$900.00	09/14-09/14	2	1	2	\$1,800.00	
	12	M	7A-9A	TODAY SHW	:30	\$900.00	09/17-09/17	2	1	2	\$1,800.00	

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Rep Firm
Sales Office () PHILADELPHIA
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In Day Time Program	Rate	Dates	Spots/Week	# of Total Spots	Total Cost	Daypart
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13	TU	7A-9A	TODAY SHW	:30	\$900.00	09/18-09/18	2	1	2	\$1,800.00
14	W	7A-9A	TODAY SHW	:30	\$900.00	09/19-09/19	2	1	2	\$1,800.00
15	TH	7A-9A	TODAY SHW	:30	\$900.00	09/20-09/20	2	1	2	\$1,800.00
16	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/15-09/15	1	1	1	\$625.00
17	SU	7A-8A	SUN TODAY-NBC	:30	\$500.00	09/16-09/16	1	1	1	\$500.00
18	SU	930A-10A	CHRIS MATTHEWS	:30	\$500.00	09/16-09/16	1	1	1	\$500.00
19	F	430P-5P	NEWS 3	:30	\$725.00	09/14-09/14	1	1	1	\$725.00
20	TU	430P-5P	NEWS 3	:30	\$725.00	09/18-09/18	1	1	1	\$725.00
21	TH	430P-5P	NEWS 3	:30	\$725.00	09/20-09/20	1	1	1	\$725.00
22	F	5P-630P	NEWS 3	:30	\$1,200.00	09/14-09/14	2	1	2	\$2,400.00
23	M	5P-630P	NEWS 3	:30	\$1,200.00	09/17-09/17	2	1	2	\$2,400.00
24	TU	5P-630P	NEWS 3	:30	\$1,200.00	09/18-09/18	2	1	2	\$2,400.00
25	W	5P-630P	NEWS 3	:30	\$1,200.00	09/19-09/19	2	1	2	\$2,400.00
26	TH	5P-630P	NEWS 3	:30	\$1,200.00	09/20-09/20	2	1	2	\$2,400.00
*27	F	7P-730P	JEOPARDY	:30	\$1,300.00	09/14-09/14	1	1	1	\$1,300.00
Station Remark: V2 JEOP 630-7P										
*28	M	7P-730P	JEOPARDY	:30	\$1,300.00	09/17-09/17	1	1	1	\$1,300.00
Station Remark: V2 JEOP 630-7P										

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	*29	TU	7P-730P	JEOPARDY	:30	\$1,300.00	09/18-09/18	1	1	1	\$1,300.00	
			Station Remark:	V2 JEOP 630-7P								
	*30	W	7P-730P	JEOPARDY	:30	\$1,300.00	09/19-09/19	1	1	1	\$1,300.00	
			Station Remark:	V2 JEOP 630-7P								
	*31	TH	7P-730P	JEOPARDY	:30	\$1,300.00	09/20-09/20	1	1	1	\$1,300.00	
			Station Remark:	V2 JEOP 630-7P								
	*32	F	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/14-09/14	1	1	1	\$1,300.00	
			Station Remark:	V2 WHEEL 7-730P								
	*33	M	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/17-09/17	1	1	1	\$1,300.00	
			Station Remark:	V2 WHEEL 7-730P								
	*34	TU	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/18-09/18	1	1	1	\$1,300.00	
			Station Remark:	V2 WHEEL 7-730P								
	*35	W	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/19-09/19	1	1	1	\$1,300.00	
			Station Remark:	V2 WHEEL 7-730P								
	*36	TH	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/20-09/20	1	1	1	\$1,300.00	
			Station Remark:	V2 WHEEL 7-730P								
	37	W	9P-10P	HARRY'S LAW	:30	\$3,000.00	09/19-09/19	1	1	1	\$3,000.00	
	38	F	8P-9P	WHO ARE YOU?	:30	\$1,700.00	09/14-09/14	1	1	1	\$1,700.00	
	39	SA	10P-11P	L&O SVU-SA-NBC	:30	\$1,200.00	09/15-09/15	1	1	1	\$1,200.00	
	40	SU	530P-830P	NBC SUN-FTBL	:30	\$9,000.00	09/16-09/16	1	1	1	\$9,000.00	
	41	SU	830P-930P	NWS3 LIVE-PRIME	:30	\$1,600.00	09/16-09/16	1	1	1	\$1,600.00	

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	42	F	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	09/14-09/14	1	1	1	\$1,200.00	
	43	M	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	09/17-09/17	1	1	1	\$1,200.00	
	44	W	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	09/19-09/19	1	1	1	\$1,200.00	
	45	SA	11P-1135P	WKD2 NWS-AT 11	:30	\$1,100.00	09/15-09/15	1	1	1	\$1,100.00	
	46	F	1135P-1235A	TONITE SHW	:30	\$500.00	09/14-09/14	1	1	1	\$500.00	
	47	M	1135P-1235A	TONITE SHW	:30	\$500.00	09/17-09/17	1	1	1	\$500.00	
	48	TU	1135P-1235A	TONITE SHW	:30	\$500.00	09/18-09/18	1	1	1	\$500.00	
	49	W	1135P-1235A	TONITE SHW	:30	\$500.00	09/19-09/19	1	1	1	\$500.00	
	50	TH	1135P-1235A	TONITE SHW	:30	\$500.00	09/20-09/20	1	1	1	\$500.00	
	51	SA	1130P-1A	SAT NITE LIVE	:30	\$1,400.00	09/15-09/15	1	1	1	\$1,400.00	

---REPORT TOTALS---

Report Totals: 61 / \$68,525.00

---SALES MONTHLY TOTALS---

Sep 12: 61 / \$68,525.00

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Sales Totals: 61 / \$68,525.00

Station Totals: 61 / \$68,525.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$185,203	CATV	0%	KBLR	0%	KINC	0%	KLAS	22%	KSNV	37%
		KTUV	15%	KTUD	0%	KVCW	1%	KVMY	3%	KVVU	22%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES BASED ON 5 WEEKS OF ORDER

Books NOV12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE